



LogoCreator[™]

user's manual

macXware™ LogoCreator™ User Guide for Macintosh

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www.macxware.com

Welcome to the LogoCreator

Identify your image clearly with a custom logo created and designed by the person who knows your image best—YOU! LogoCreator saves you time and money, gives you the flexible tools to create and design logos with ease, and allows you to provide professional logo design services to others.

By simply modifying or importing images, graphics and text, each professionally created logo is able to produce thousands of unique results—all in a matter of minutes!

Registering macXware products

Registering your macXware products is important. Registration provides you with timely access to the latest product updates, technical support, valuable information about new product releases, access to free downloads, articles, tips and hints, and special offers.

You can register online at www.macXware.com. For more information about registering a macXware product, please visit our website at www.macxware.com.

Installing LogoCreator

Insert the LogoCreator CD-ROM in your CD-ROM drive. Once the CD-ROM icon appears on the Desktop, double click on it to launch the Welcome Screen. You can double click on the icon that says Install LogoCreator to launch the installer. Follow the on-screen installation instructions.

For Mac OS9 computers, follow the same procedure as above but click on the “OS9 Installer” icon instead.

Customer Support

The web address for macXware is **www.macxware.com** on the Internet. You can access general customer service, product information, frequently asked questions (FAQ's) and technical support on this website. For additional support or specific customer service related questions, you may also mail, telephone, fax or email. The hours of operation are 9:00 am to 5:00 pm, Eastern Time (EST), Monday through Friday.

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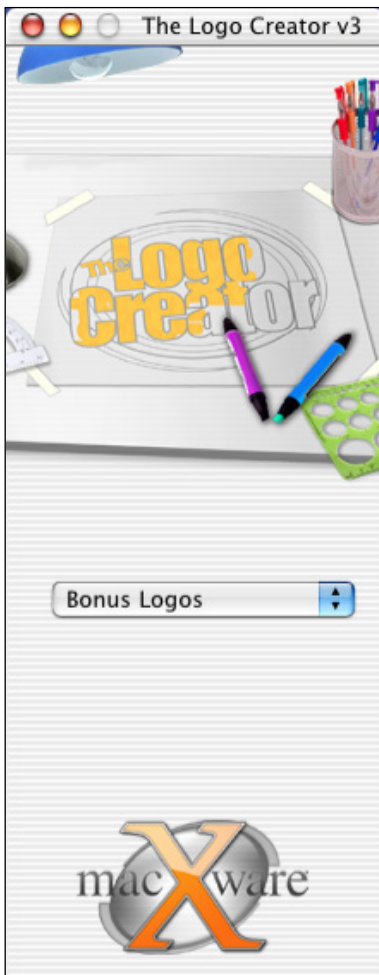
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1. Introduction

Welcome to the LogoCreator!

This guide will help you navigate through the LogoCreator. If you have questions that are not answered here, please visit the website; you will find a link to it under the **Window** menu.



A Brief Overview of LogoCreator:

LogoCreator is the easiest way to create a custom logo for yourself, your company or your client's company. You can even sell the logos you create!

You can also use LogoCreator to make page headers, titles, and text effects for you movies, website or eBook, or any project you have that needs professional looking graphics.

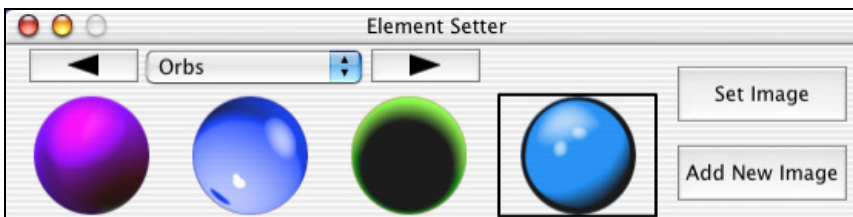
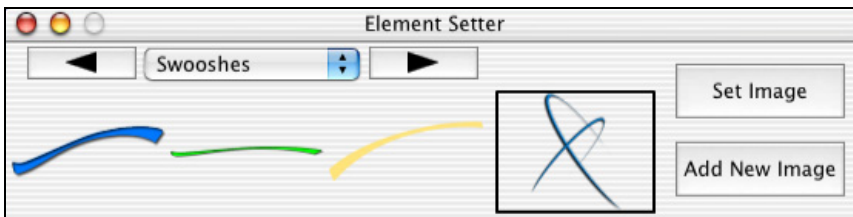
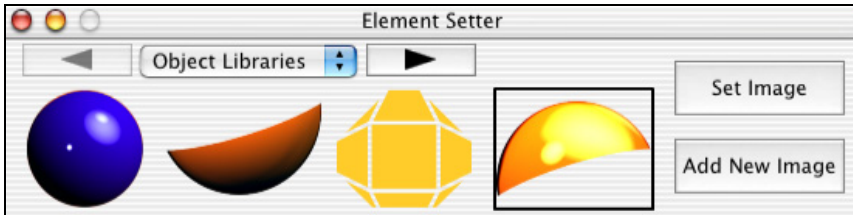
2. Basics

Create multiple logos with one template! Every logo template can be modified an unlimited number of times simply by moving and altering the logo objects and text, and importing additional fonts, images, graphics and photos. The LogoCreator is only limited by your imagination and creativity!



3. Changing Your Logo Elements

Whenever you click on an image element, the *Element Setter* panel appears above the Canvas.



This allows you to use any of the objects in the logo set!

The more sets you have, the more objects you have.

In the Element Setter window,

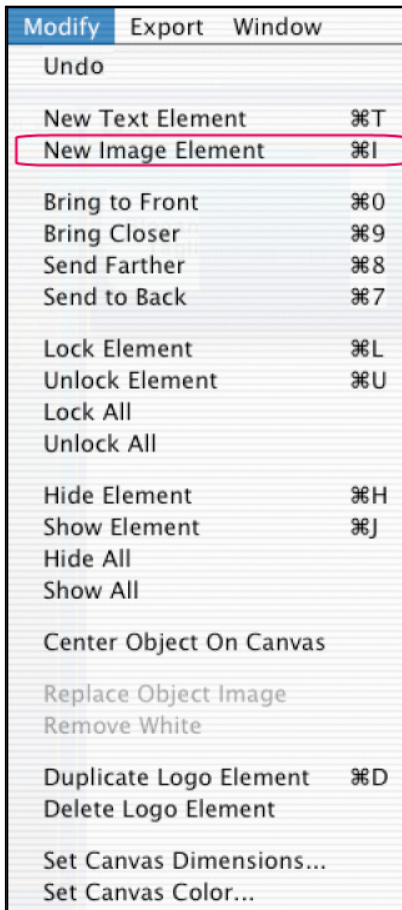
- Pull down the menu and select either Orbs or Swooshes
- Click on a new object to select it. It should appear within the yellow square.
- Click *Set Image* to switch an object.
- Click *Duplicate* to create another instance of the selected objects.
-

4. Importing Images

You can import images and artwork directly from your hard drive!

To do this:

- From the **Modify** menu, pull down **New Image Element**



You can import JPEGs, Gifs, BMPs, Photoshop® files and TIFF images!

All of the images and objects found in the LogoCreator are in the “.png” file format. You will get the greatest control over your imported images if you import a .png graphic!

What is a PNG graphic?

Basically, PNG is a single-image format that supports up to 48-bit true-color or 16-bit grayscale. PNG's compression is fully lossless meaning that saving, restoring and re-saving an image will not degrade its quality—unlike standard JPEG (even at its highest quality settings).

Even if you don't use a .png graphic ...no worries! Just import anything and use it to create or alter your logo!

5. Using & Manipulating Text

5-1. *Selecting and Creating Text*

Whenever you click on some text in your logo the *Element Setter* panel appears above the Canvas.



Set Text will replace the text you clicked on in your logo. **Add New Text** will add new text.

Now, click on the **Slogans and Taglines** button. This will bring up a window that will offer you suggestions for slogans you might want to alter and use for your own business. **This feature is only intended to be used as a starting point—many of the slogan/tagline examples have already been copyrighted. Please create and use your own taglines and slogans.**

5-2. Text Menu Option & Gradients

In this section, you will learn how to create a gradient on your text.

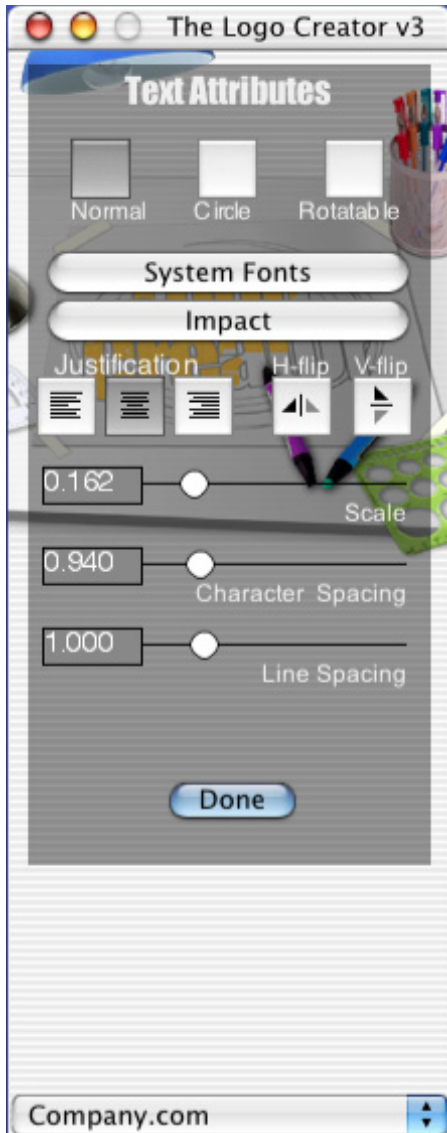
To make gradient text:

- Click on any text in your logo (or, from the **Modify** menu, select **New Text Element**)

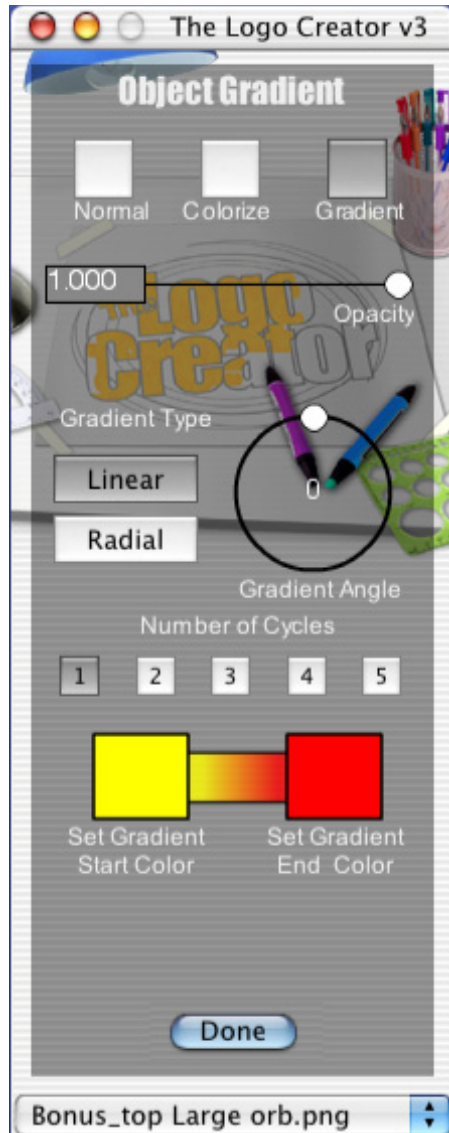


The buttons that appear to the left on the **Format** allows you to modify your text. We recommend you play with them all in order to learn this function fully!

Use **Text Attributes** to set the size, spacing and font of your text.



Use **Color Scheme** to set the color and gradient. Make sure you try the **Number of Cycles** buttons to check out the great effects!



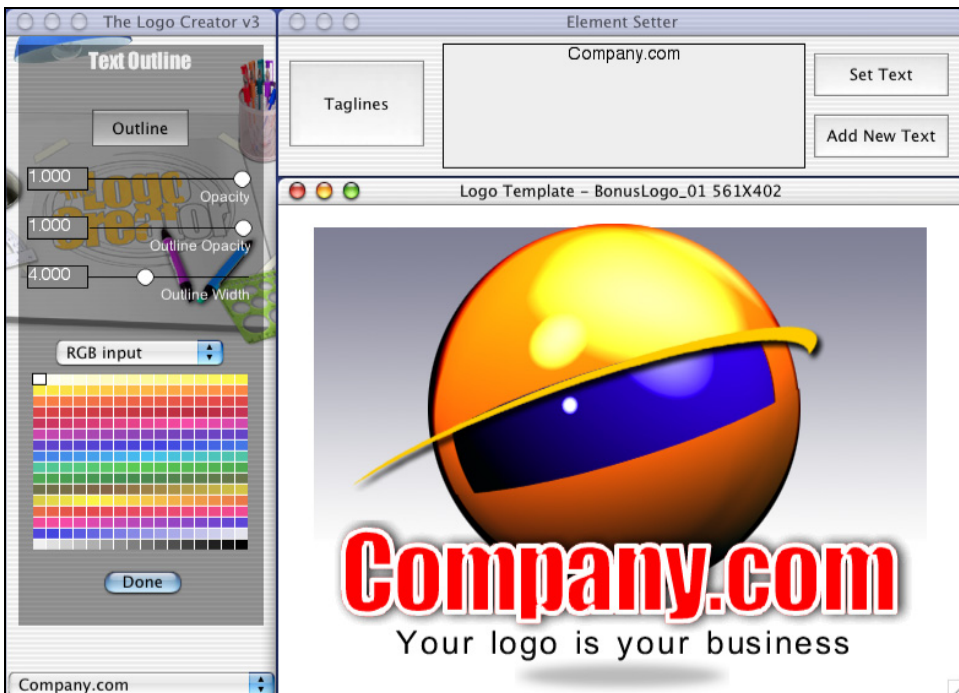
5-3. Outlines

Creating outlines on your text.

To make outlines around your text:

- Click on any text in your logo (or, from the **Modify** menu, select **New Text Element**)

The **Outline** button will provide you with **Text Outline** controls. Check out the Text Tricks portion of the manual to add some other great effects!



5-4. Shadows

Creating a shadow on your text is simple.

To make a drop shadow for your text:

- Click on any text in your logo (or, from the **Modify** menu, select **New Text Element**)

The Shadow Menu to the left will provide you with Shadow controls.



This is your shadow offset control.

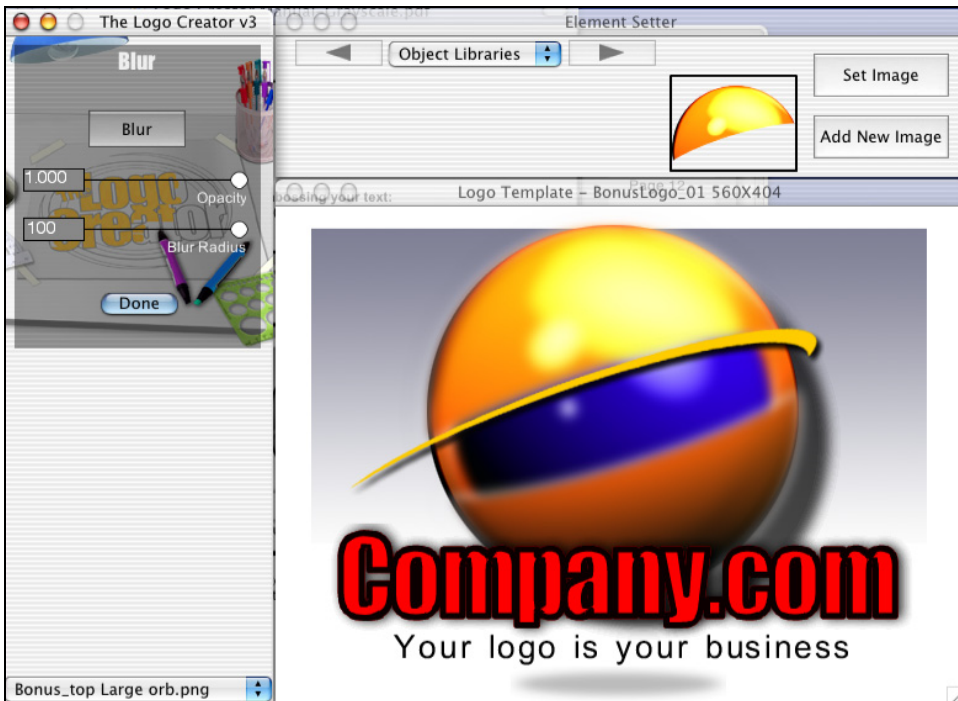
The blue knob represents a light source, so drag it around to move the shadow around.

5-5. Blur & Emboss

The Blur and Emboss features can create some great eye-catching effects.

Now let's try blurring and embossing your text:

- Click on any text in your logo (or, from the **Modify** menu, select **New Text Element**



The Blur and Emboss buttons to the left will provide you a toggle switch. Try it out: click on your text, select **Blur** or **Emboss** and have some fun!

5-6. Curving Text

The following will show you how to curve your text for added effect.

To curve your text:

- Click on any text in your logo (or, from the **Modify** menu, select **New Text Element**)

Clicking the **Text Attributes** button to the left will provide you with some text controls. You can set the font, size, and spacing here.

To curve your text in an arc, click the **Circle** button at the top of the navigation bar. You can set your settings for the curved text by adjusting the setting below.



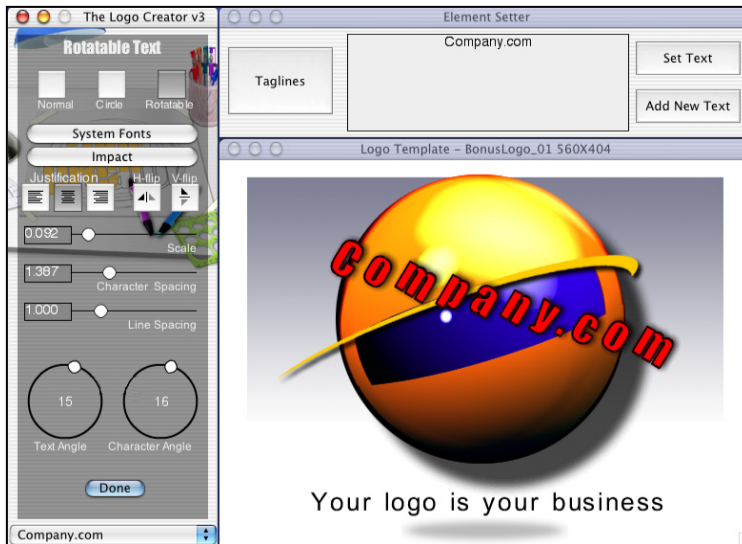
Entering two lines of text will rotate around a globe. The first line of text will arc over a sphere; the second line will arc under

5-7. Rotating Text

Read through the following to learn how to rotate your text.

To rotate your text:

- Click on any text in your logo or select **New Text Element**.



Clicking the **Text Attributes** button to the left will provide you with some text controls. You can set the font, size, and spacing here.

You can also flip your text Horizontally or Vertically with the click of a button.

This is a great way to create a mirror image of your text - or simply invent a new logo effect.

(The "H-flip" and "V-flip" buttons also work on images)



To rotate your text, click the **Rotatable** button!

Text Angle will rotate your word!

Character Angle will rotate the letters!

5-8. Text Effect Tricks

Double up your text for some great effects!

To do this:

1. Create your fancy text, most of these examples use the feature of **Duplicate Logo Element**.
2. Under the **Modify** menu select **Duplicate Logo Element**



For this effect we duplicated the upper layer, selected **Send Farther** from the **Modify** menu and thickened the outline on the bottom layer!



This text is actually three layers: A shadow, a gradient and the top level text!



Two layers: The top with a blue-to-white gradient; the bottom in reverse. The top has a white shadow, the bottom a black!



To create this mirror effect, we duplicated the word "company", Select the Text Attributes button. Select "V-flip". Click on the flipped text. Select "blur" and "opacity" to fade the text a bit

6. Object Effects

You can manipulate your logo objects in a variety of ways.

Here are some tricks to keep in mind:

- Once you click on an object, you can use your arrow keys on your keyboard to “nudge” the image. Hold the SHIFT key while clicking the arrows to “nudge” quicker.
- Make use of the **Modify** menu
- **Bring to Front** brings your selected item (text or objects) to the top of everything else. **Bring Closer** steps the element one layer at a time.
- **Hide Element** will hide your selected piece (without having to delete it)
- Colorize your images and objects just like you do with text. Gradients too!
- You can place any image inside of text. Just select the text element and click on **Color Scheme** on the left navigation bar. Click on **Image** button at the top and select a image on your computer. The image you select will appear inside of the selected text. Here is an example:



7. Exporting & Printing Your Logo

7-1. Exporting

You can export your new logo in dozens of ways!

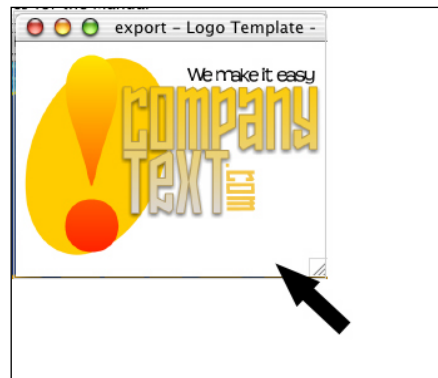
To do this: From the **Export** menu, just select a format to export to.

Or try this: Select **Custom Export**



You will notice the size of your logo appears in the title bar of the Canvas. Now select one of the options to the left and export your image or logo.

You can now click and drag this Logo Canvas to the size that you want your logo to be (click and drag from the lower right corner of the canvas)!



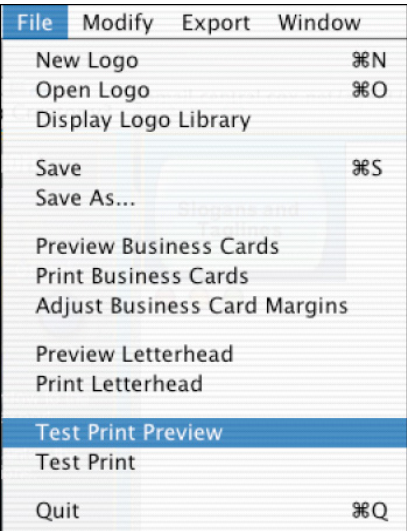
TGif is the transparent GIF option. A transparent GIF will “hide” your background color, and is primarily used for web pages. When you push the **Set Default 1** button or the **Set Default 2** button, LogoCreator will remember your settings! Later, when you want to export another logo, simply pull down the Export menu>Default 1 or Default 2. Your logo will always export at this size. This is great for thumbnails or special sizes that you always need to export to!

7-2. *Printing*

You can preview your logo formats by printing to any inkjet or laser printer.

Although you can print directly from LogoCreator, it would be best to take your final logo into a page layout package and print from there.

We recommend outputting to the **High Res .png** (PNG) format.



Most printers (print shops) will accept this format, and your image will remain crisp and clean.

To see what your printer will see; select **Test Print Preview** from the **File** menu.

7-3. Letterhead

Create your letterhead straight from the LogoCreator!

The LogoCreator makes it easy to print your own letterhead; just follow these quick steps:

1. Create your logo
2. Export it as **JPEG – High Res Full** (Export it to your desktop)
3. Select **File** then click on **Display Logo Library**
4. Using the pull down menu on the left, select **Letterhead Layouts**
5. Pick a layout style (you can always modify it!)
6. Click on the large logo. Under **Modify** select **Replace Object Image**. A dialog box will now appear. Select your exported logo from your hard drive (desktop)
7. Use **File** then **Print Letterhead**

7-4. Business Cards

If you export your final logo as a .png (High Resolution) file, or a High Res JPEG file, you will be able to use your new logo to create full color business cards!

Under the **Window** menu, you will find a few helpful links. You can connect to the Internet and access those links.

Select **Print Shop Resources** from this menu. You will be taken to a special page on the macXware's website that will provide links to various printers who can handle your new logo.

LogoCreator can also print business cards. Create your logo and select the **Print Business Card** menu item found under the **File** menu.

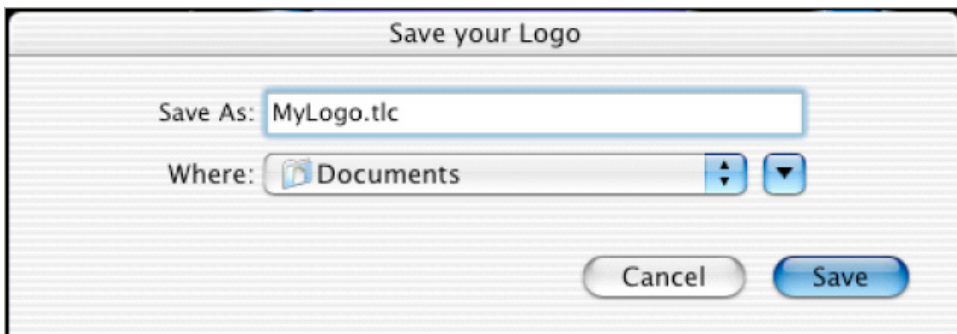
You can purchase perforated or non perforated business card stock from any print store.

8. Opening & Saving a Logo

Once your logo has been created you will want to save it so that it will always be at your fingertips, or you might wish to modify it at a later date.

To do this:

- From the **File** menu choose **Save** (or, **Save As**); this will save your file with the extension .tlc (example: MyLogo.tlc).



- To open your logo back up, just choose **Open Logo** from the **File** menu.

You can even start a brand new logo from scratch. To do this:

1. Choose **New Logo** from the **File** menu.
2. Choose **New Text Element** from the **Modify** menu to enter your text.
3. Choose **New Image Element** from the **Modify** menu to insert a graphic into the canvas. If you import a graphic into LogoCreator, you can always replace the imported graphic with one of the pre-installed shape elements by selecting another element from the **Element Setter**.

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